



Greetings!

Enclosed please find an application to participate in the 35th annual Virginia Wine Festival®. To ensure inclusion on all 2010 promotional materials, please return application with accompanying payment by March 31, 2010 to:

**Across-the-Way Productions, Attn: Virginia Wine Festival Coordinator
PO Box 243, Floyd, VA 24091**

We will be printing commemorative programs. These programs will contain information on participating wineries and artisans, maps and general information, biographies on seminar speakers and musical performers as well as advertisements targeting the Virginia Wine Festival® demographic. This is an excellent opportunity for wineries to promote schedules of upcoming events at individual wineries! A discount of 10% will be given for advertising in both the Vintage Virginia & Virginia Wine Festival® programs. Included for your convenience is an Ad Space Reservation Form. Please contact our office for ad rates and deadlines, 540-745-3378.

Note: Winery exhibitor spaces will be allotted on a first come, first serve basis. **If you have input regarding placement at the event, please note it on your application.** There are obvious constraints in fulfilling all specific requests, but we will do our best to ensure suitable placement to all participating wineries.

Who: All Virginia Wineries

What: 35th Annual Virginia Wine Festival

When: September 18th & 19th, 2010, 11am – 6pm

Where: Bull Run Regional Park Special Events Center in Centreville, VA

Exhibit Info:

- One 10' x 10' exhibit space is complimentary for each winery
- Each additional exhibit space is as follows:
 - One additional 10' x 10' space, total 10' x 20' Fee = \$400
 - (2) additional 10' x 10' spaces, total 10' x 30' Fee = \$800
 - (3) additional 10' x 10' spaces, total 10' x 40' Fee = \$1200
 - (4) additional 10' x 10' spaces, total 10' x 50' Fee = \$1600
 - (5) additional 10' x 10' spaces, total 10' x 60' Fee = \$2000
- A \$50 refundable trash deposit is required of all participating wineries. This must be submitted with the completed application prior to the deadline. Checks should be made payable to: Across-the-Way Productions
- There will be a registration fee of \$100 for participating in the 35th annual Virginia Wine Festival. This registration fee will include not only the various services provided by the festival contractor but also will cover the cost of a one year's membership in the Atlantic Seaboard Wine Association (ASWA) for each winery - normally a \$75 charge. Membership in the ASWA runs from September 1st to August 31st annually. A separate checks should be made payable to: Atlantic Seaboard Wine Association
- In accordance with Virginia ABC regulations and past festival reimbursement procedures, all participating wineries will be given a check from the Atlantic Seaboard Wine Association in the amount of \$75 as reimbursement for all wines poured to the event's attending public. Checks will be distributed on the closing day of the festival, Sunday September 19th.

Provisions:

- (2) 8' tables per 10' x 10' rental space will be provided by the festival.
- (2) complimentary tickets will be sent to each winery with promotional materials in late August. Tickets to be used at wineries' discretion.
- A reasonable amount of personnel credentials will be sent to the wineries as long as the anticipated number is provided to us by August 15, 2010..
- All accepted wineries that submit applications by the **March 31st, 2010** deadline will be included on promotional materials.



PLEASE NOTE: Due to space constraints at Bull Run Park and the increasing number of wineries, winery participation will be limited to the first 55 applicants. Winery applications will be available online at www.atwproductions.com, and the deadline for return is March 31st.

2010 Virginia Wine Festival Winery Space Application

Winery Name:					
Contact Name:					
Mailing Address:					
City:			State:	Zip Code:	
Phone:			Fax:		
Contacts Email Address:			Website:		
Wine Exhibitors:					
<ul style="list-style-type: none"> • Must include appropriate booth fee with application. • Must include ASWA Registration Fee with application • Must include refundable trash deposit with application. • Must include proof of General Liability Insurance listing Across-the-Way Productions and the Atlantic Seaboard Wine Association as additionally insured. • Will operate under individual winery remote ABC license, which you must acquire from the VA ABC • Must follow all ABC rules for wine serving. • Must observe setup protocol and complete setup by Friday, September 17th at 7 p.m. <i>(Arrangements may be made for early Saturday set up by contacting Vendor Coordinator in advance.</i> • Must make sincere efforts towards cooperative promotion of the 35th Virginia Wine Festival 					
Total number of requested spaces (including comp)					
Total \$ amount of requested 10' x 10' spaces					\$
Mandatory AtWP Trash Deposit					\$50.00
Mandatory ASWA Registration Fee – Separate check made payable to ASWA					\$100.00
Total amount of checks included:					\$
Anticipated number of credentials need for winery personnel					
Please list any special requests here:					
I have read, understand and agree to abide by the guidelines of this application.					
Signature:				Date:	
For Office Use Only:	Entered:	Payment Info:	Accepted:	Rejected:	Letter Mailed:
Received:					

Across-the-Way Productions



Please use this space for an additional comments/information: